

## REMARKS

In the Office Action dated February 22, 2010, claims 21-31 were pending in the application. Claims 1-20 were previously canceled. Claim 21 is amended to clarify the inventive concept. Claims 22-27 have been cancelled. Claim 30 was amended to correct a minor informality. Reconsideration and allowance of the pending claims is respectfully requested.

### Rejection under 35 USC § 103

Claims 21-26 and 28, 29 and 31 are rejected under 35 U.S.C. § 103(a) as being unpatentable by Norcott et al. and further in view of Ahmad et al. and Fish et al. Claim 27 is rejected under 35 U.S.C. as being unpatentable over Norcott in view of Ahmad and Fish as applied to claim 21 and further in view of U.S. Patent Publication No. 2004/0194148 (hereinafter "Shultz"). Claim 30 is rejected under 35 U.S.C. 103(a) as being unpatentable over Norcott in view of Ahmad and Fish as applied to claim 21 and further in view of U.S. Patent no. 5,790,176 (hereinafter "Craig"). Applicant respectfully traverses these rejections and reaffirm arguments presented in past responses.

The claims have been amended to more clearly claim the separate structure and operation of the data network and the coaxial cable network in the system of claim 21.

In relevant part, independent claim 21 recites:

- A system for managing the display of media on a plurality of media systems of a facility, the system comprising:
  - a data stream source operable to store audio-visual files in digital format including multiple instances of each of the audio-visual files for simultaneous access by a plurality of media players;
  - a first decoder in communication with the data stream source and operable to receive a first audio-visual file selected from the audio-visual files, the first decoder further operable to convert the first audio-visual file into a first analog signal;
  - a second decoder in communication with the data stream source and operable to receive a second audio-visual file selected from the audio-visual files, the second decoder further operable to convert the second audio-visual file into a second analog signal, each of the first decoder and the second decoder communicating with the data stream source through a separate communications channel;
  - a controller in communication with the data stream source through a data network and operable to select the first audio-visual file in response to a selection made by a user through a user interface provided by the controller, the user interface communicates prompts and selections to the user through one of the plurality of media players, the user interface including a phone interface and a computer interface to the controller for receiving user input, wherein the phone interface is a telephone communicating with the controller through an existing phone

system, wherein actions taken by the controller and the prompts and selections are displayed by a media player in the same room as the telephone, wherein the user controls playback of the audio-visual file using the telephone, wherein the controller is enabled to be connected to a personal computer displaying the computer interface to receive the selection through a wireless connection, a wireline connection, and a serial connection, the selection of the first audio-visual file being made in response to the controller communicating with the first decoder using an infrared signal, the controller being further operable to select a second audio-visual file, the selection of the second audio-visual file being made in response to the controller communicating with the second decoder using an infrared signal, wherein streams of the audio-files from the data stream source are not communicated through the data network, and wherein the controller controls a plurality of decoders associated with the plurality of media players including the first decoder and the second decoder utilizing a plurality of infrared signals designated for each of the plurality of decoders;

- a first modulator in communication with the first decoder and operable to receive the first analog signal and modulate the first analog signal for communication over a first coaxial cable;
- a second modulator in communication with the second decoder and operable to receive the second analog signal and modulate the second analog signal for communication over a second coaxial cable, the first coaxial cable and the second coaxial cable are part of a coaxial cable network separate from the data network; and
- a combiner in communication with the first modulator and the second modulator, the combiner operable to combine the first analog signal and second analog signal into a combined analog signal, each of the first decoder and second decoder being associated with a dedicated channel in the combined analog signal, a plurality of dedicated channels available to each of the plurality of media players through the coaxial cable network, one or more of the plurality of media players decoding the first analog signal and the second analog signal from the combined analog signal, wherein the second coaxial cable communicates with a second media player, and wherein the first coaxial cable communicates with a first media player, wherein each of the plurality of decoders including the first decoder and second decoder being associated with one of a plurality of dedicated channels in the combined analog signal, wherein the first and second analog signals are combined into the combined analog signal having at least two channels, a first of the two channels carrying the first analog signal and the second of the two channels carrying the second analog signal, the combined analog signal being communicated over the coaxial cable network to the first media player, the first media player operable to display the selection of the first channel for display of the content of the first audio-visual file, wherein the content of the first audio-visual file is displayed on a second media player in response to a further selection of the first channel using the second media player, wherein the first and second media players are each delivered the content of the first audio-visual file over the first channel for simultaneous display in response to a selection of the first channel, and wherein each of the plurality of media players displays content selected for playback on the plurality of decoders associated with each of the

plurality of dedicated channels in response to being powered on and one of the plurality of dedicated channels being selected.

Claim 21 is unlike the art cited in Norcott, Ahmad, and Fish alone, or in combination. In particular, Norcott does not teach the phone interface and the computer interface as claimed by Applicants. (Norcott, col. 4, lines 5-10) For example, the telephone 56 of Norcott does not display the prompts and selections made through a telephone interface on the media player. (*id.* Referring only to interpreting responses from the telephone).

Similarly, claim 21 recites that “each of the plurality of media players displays content selected for playback on the plurality of decoders associated with each of the plurality of dedicated channels in response to being powered on and one of the plurality of dedicated channels being selected.” Ahmad and Norcott for example do not teach that each of the decoders is associated with a dedicated channel as claimed by Applicants. (Ahmad, col. 8, lines 1-47; Norcott, col. 4, lines 33-43) Applicants also reiterate arguments previously presented as included below.

Claim 21 is clearly unlike Norcott, which fails to suggest, teach or disclose “a controller in communication with the data stream source through a data network...wherein streams of the audio files from the data stream source are not communicated through the data network...the first coaxial cable and the second coaxial cable are part of a coaxial cable network separate from the data network...a plurality of dedicated channels available to each of the plurality of media players through the coaxial cable network.” The Examiner has previously noted that Norcott teaches that “communications channel 14 may be a coaxial cable...a dedicated Internet line...a telephone line capable of transmitting modem or voice signals, a wireless, cellular, or other RF channel, or any other communications channel...” (See Office Action mailed 7/14/09, p. 4). Norcott does not teach the separate functions and utility of the “data network” and the “coaxial cable network.” Merely showing that a communications channel may be any number of types does not teach the claim language that “**streams of the audio files from the data stream source are not communicated through the data network**” nor the other recited claim elements. Importantly, Norcott, the primary reference cited by the Examiner, appears to suffer from one or more of the exact same problems as the prior art system discussed in the application, such as, for example, utilizing a local area data network to distribute media files through a facility, requiring the use of significant bandwidth on such a network. (Norcott, col. 4, lines 1-4, 44-61). Thus, Norcott does not solve the problem addressed by the claims of the present invention.

Norcott and Ahmad alone and in combination fail to suggest, teach or disclose “a first decoder in communication with the data stream source and operable to receive a first audio-visual file selected from the audio-visual files, the first decoder further operable to convert the first audio-visual file into a first analog signal.” The ICM of Ahmadis is not a decoder, the In-room Control Module(ICM), is utilized to receive requests from a user and also tunes to specific channels. (col. 2, lines 12-28). The ICM teaches an intermediary device for receiving and relaying commands, the reference example as shown in FIG. 6. Please note that there is no reference to a decoder. However, Ahmad teaches the following with regard to the decoder and multiplexer 436, “The infrared signal is then routed to decoder and multiplexer 436. Using the address information, decoder and multiplexer 436 sends the infrared signal generated by remote control 430 to the selected audio/video source.” (Ahmad, col. 6, lines 25-34). The decoder and multiplexer is only utilized to route infrared signals from a remote control and does not “receive a first audio-visual file selected from the audio-visual files, the first decoder further operable to convert the first audio-visual file into a first analog signal” as claimed by Applicants. As a result, the decoder and multiplexer of Ahmad similarly does not teach the first decoder or second decoder as claimed by Applicants.

The previous Office Actions referencing the combination of Norcott and Fish do not address the controller and corresponding elements as claimed by Applicants. Applicants still believe that the rejection of the controller in the most recent Office Action is not supported by the references or justifiable arguments. For example, none of the cited references teach the controller as indicated by claim 21, including (emphasis added):

“a controller in communication with the data stream source through a data network and operable to select the first audio-visual file in response to a selection made by a user through a user interface provided by the controller, the user interface communicates prompts and selections to the user through one of the plurality of media players, the user interface including a phone interface and a computer interface to the controller, the selection of the first audio-visual file being made in response to the controller communicating with the first decoder using an infrared signal, the controller being further operable to select a second audio-visual file, the selection of the second audio-visual file being made in response to the controller communicating with the second decoder using an infrared signal, wherein streams of the audio-files from the data stream source are not communicated through the data network.”

For example, the content and administration server of Norcott does not teach the elements of the controller. Norcott notes that the server “should be capable of storing, accessing, and distributing computer applications, data, video, and audio.” The controller as claimed by Applicants does not store the audio visual files, but rather access the data stream source to “select the first audio-visual file.” Further, the emphasized claim language shown above is not taught by Norcott or Ahmad. This defect in the rejection was noted in the previous response. As a result, the current rejection under U.S.C 103 is incomplete.

The preceding Office Actions referencing the combination of Norcott and Fish do not adequately teach, suggest, or disclose the controller, decoders, or modulators (or their operations and communications) in such a manner that makes claim 21 obvious. Applicants respectfully request that the Examiner reconsider and allow the claims as currently amended. If an Examiner interview would facilitate an end to prosecution of this application, Applicants request such an audience with the Examiner.

**CONCLUSION**

Applicant respectfully submits that the pending, non-withdrawn claims, claims 21-31 are in condition for full and immediate allowance and the same is respectfully requested.

For the foregoing reasons, and for other apparent reasons, Applicants respectfully request reconsideration and favorable action. If the Examiner feels a telephone conference or an interview would advance prosecution of this Application in any manner, the undersigned attorney for Applicants stands ready to conduct such a conference at the convenience of the Examiner.

If additional fees are required, please charge our Deposit Account No. 19-3140, under Order No. 11000060-0047 from which the undersigned is authorized to draw.

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Respectfully submitted,

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